

Tailored Suits in Charming Array.

Ideas approved by Parisians, approved by women far and near who have an eye for the beautiful. Here are hints of a few—just hints—needed to see them to fully appreciate their charm:

\$8.98 for Women's Tailor-Made Suits, stylish, tight-fitting, collarless, made of Cadet Blue Venetian and mixed Gray covert, with white vest let in and gilt trimmed, silk Romaine lined, bell sleeves, flare skirt, percaline lined and well made.

\$11.95 for Women's Stylish Eton Suits, choicest quality Venetian, in Black, Blue, and Castor, silk lined, with 1/2 Aiglon collar, and trimmed with striped taffeta in fancy designs, circular flare skirt, and trimmed in taffeta bands, strictly tailor-made and finished.

\$18.95 for Women's Tight-Fitting Eton Suits, in best quality Venetians, castor color silk lined waists, 1/2 Aiglon collar with velvet band trimming, edged with gilt tinsel, and stitched straps in stylish effects, with gilt buttons, skirts have strap seams, and finished at head of flare with velvet bands in Vandyke effect.

\$22.50 for Women's stylish, collarless Etons, made of all-wool broadcloth, in Black, Blue, Brown, and Red; postillion back, silk lined, and trimmed with stitched satin band, full flare skirts, tailor stitched seams and edges.

Taffeta Etons for Easter Wear.

The stock is enormous, tho' the finest are within reach. Look these up. You'll thank us for telling you of them.

\$5.98 for Women's Taffeta Etons, in latest-cut sailor collar with braiding and edged with ruching, silk Romaine lining.

\$9.98 for Women's Taffeta Etons, tucked in clusters all over, bell sleeve and 1/2 Aiglon collar, silk lined.

\$10 for Women's Most Up-to-Date Taffeta Etons, very fine tucks all over, with sailor collar, and finished with ruching, taffeta lining.

\$15 for Women's Stylish Collarless Taffeta Etons, tucked over entire jacket with a touch of white and crocheted buttons, taffeta lining, tailor-stitched seams and edges.

Cloth Dress Skirts.

We claim for our Skirts more style and bigger values than the money ever bought before. Monday's price changes go something like this:

\$1.99 for Women's All-Wool Black Figured Mohair Skirts, percaline lined and well boned and finished.

\$2.99 for Women's Stylish Skirts in Blue and Castor Covert Cloth, with full-flare and stitched satin bands, in Vandyke, percaline lined and velvet bound.

\$3.99 for Women's Black and Blue Serge Skirts, seven-gore flare, and trimmed in perpendicular bands of stitched taffeta, percaline lined and well finished.

\$6.48 for Women's All-Wool Black Broadcloth Skirts, full flare, with three broad taffeta bands beautifully stitched, strictly tailor-made and finished.

Monday's Wrapper Sensation

Unlike any other store we know of, a separate store here for the sale of wrappers, and we can, and do maintain such selection, and give to the business the attention that puts us in the lead, thus so many "very great" bargains here we hardly know how to commence.

89c for Women's Percale Wrappers, in light and dark colors, with shoulder epaulet braid-trimmed, 12-inch flounce, and fitted lining.

\$1.25 Underskirts, with deep-flounce trimmed, five narrow ruffles, and well made.

\$1.95 for Women's Black and White Stripped Mercerized Antique Underskirts, with accordion plaited flounces, in graduated effect, edged with rose quilling, strictly the latest fad.

\$1 for Women's Black Mercerized Saten Underskirts, with deep-accordion plaited flounce, edged with ruffle.

\$1.19 for Women's Sea Island Percale Wrappers, in latest patterns, yoke effect and full flounce, 18-inch flounce, and lined throughout.

\$1 1/2 Wrappers, plaited back and front, with epaulet ruffle-trimmed, and 18-inch flounce; colors, Light and Dark Blue, Red and Black and White figured.

Taffeta Silk Skirts.

And wonderfully pretty, and the showing to-morrow surpasses any former "Meyer" effort. We've just bought some special lots from two importers and manufacturers, and bought them in a way to offer to-morrow genuine bargains.

\$10 for Women's Taffeta Silk Skirts, made overskirt effect, with fancy applique bottom over dropped underskirt, with deep-accordion plaited taffeta flounce.

\$13 1/2 Skirts, tucked all over with circular flare put on in pointed effect, beautifully stitched and best percaline lining.

\$17 for Women's Taffeta Skirts, best quality, tucked in clusters all over, making a rich effect, and circular flare, with rows of ruching on, and elegantly lined.

\$22 1/2 for Women's Elegant Taffeta with four applied ruffles edged with ruching, made on drop underskirts, with accordion plaited flounce of taffeta.

A Short Corset Talk.

Our fitter is only too anxious to tell you all about the several hundreds of makes of Corsets, but more particularly about one that you should use. A Corset properly fitted is almost a necessity besides, there's comfort in no other sort; there's no satisfaction in the wear—no pleasure whatever. The straight-fronts are here—all of them—and the pricings seem the enthusiastic feature! Fitting-room second floor.

Spring Styles in Negliges Shirts.

Men's Fine Quality Woven Madras Negligeshirts, with one pair separate link cuffs, collar and wristband nicely laundered, select patterns, including the new plated bosom, as good as the \$1.50 custom-made shirt, **98c**

Men's and Boys' Negliges, Percale and Bedford Cords, some with two separate collars with separate cuffs, and others, others with separate cuffs, in a large variety of patterns, also plain White Madras, for **49c**

Men's Fine Woven Madras Shirts, with laundered collar and wristbands, gathered back, felled seam, and extra full sizes, **59c**

Men's Laundered Percale Shirts, with attached collar and cuffs, gathered back, felled seams, usual 60c. value, for **39c**

Notions.

The little things which are so much wanted. The saving on the "little things" means much to you, though. For to-morrow:

Four-Strap Silk Supporters to hook on front of corset, special, **48c**

Pearl-Head Lace Pins, a dozen, **10c**

Kirby Beard Dress Pins, paper, **12 1/2c**

Imported Mourning Pin Long Waist Form, 25

Machine Oil, 3c. bottle.

Knitting Cotton, extra quality, pound, **18c**

Horn Hair-Pins, worth 15, in Shell Amber and Black, per dozen, **15c**

Rubber Hair-Pins, in plain or crimp, a dozen, **12 1/2c**

Extra Quality, White or colored, bunch, **8c**

Shoe News.

We've got a new shoe man. Naturally he has his own ideas; looks so, at least, when you scan over the shoe news you'll see how he's turning things "topsy-turvy" in order to clean up the shoe-store. Lots of business here, and to him you can thank for the price chippings.

Ladies' Shoes for 59c.; think! Just how such goodness can go for such prices we can hardly relate; there's two-dollar satisfaction to the wearer of each and every pair Ladies' regular \$2.50 Vici Kid and Dongola Sh. es, with new round toes, patent-leather tips, to-morrow, a pair, **\$1.29**

Ladies' regular \$3.00 Shoes, all leathers and newest style toes to-morrow's figure is, a pair, **\$1.45**

Boys' \$1.50 Calf Shoes, made for hard wear; the buyer gets them at \$1.00, and there's an honest saving of one-half that amount on each pair.

The Easter Oxford Ties are here in plentiful profusion, the dainty spring

lasts, heels, toes, in fact new entirely in make-up, new-up-to-the-moment, late!

Boys' Shoes, spring-heel, in sizes 11 to 13 1-2, the one-dollar sort, for Monday, the new man says 60c. Of course it's a bargain lot, the Shoes 'll prove that; bring the youngsters here, we'll make their feet glad.

Toilets.

Great reduction sale on Syringes and Water Bottles.

25c. Bulb Syringe, with hard-rubber attachments, special 15c.

60c. Bulb Syringe, slate color, with three hard-rubber attachments, special 30c.

75c. Water Bottle, 1-quart, special 49c.

\$1.00 Water Bottle, 2-quart, special 69c.

Infant's Syringe, 10c.

Ear Syringe, 10c.

\$2.50 2-quart Combination Water Bottle and Fountain Syringe, with hard-rubber attachments, special \$1.25.

\$3.00 Fountain Syringe, 2-quart, \$1.00.

\$2.50 Fountain Syringe, 3-quart, \$1.75.

We guarantee all our Syringes and Water Bottles to give satisfaction.

In the Basement.

The Greatest Kind of Bargains

Thousands and thousands of things the housewife would gladly accept at such trifling figures—if she only knew.

Come look through this list of worthy items offered you at REDUCED PRICES—'tis an opportunity indeed—and a sale that in every instance surpasses all former records. We'll expect you!

China-Ware.

100-piece Dinner Sets, assorted decorations, \$6.49 each.

50-piece Tea Sets, assorted decorations, \$4.39 each.

15-piece Fish Sets, \$3.98 each.

14-piece Game Sets, \$5.00 each.

14-piece Fruit Sets, \$3.49 each.

English Porcelain Tea Cups and Saucers, 50c. set of 6.

English Porcelain Coffee Cups and Saucers, 75c. set of 6.

White Cups and Saucers, Tea, 25c. set of 6.

7-inch White Plates, 33c. set of 6.

7-inch White Plates, Soup, 33c. set of 6.

8-inch White Plates, 33c. set of 6.

Glass.

10c. Nipples or Berry Bowls, 5c. each.

Tumblers, 2c. each.

Oil Bottles, 12c. each.

8-inch Oval Berry Bowls, 10c. each.

1-quart Glass Pitchers, 15c. each.

Vases.

Easter Vases, \$1.15 kind, now 98c. each.

Easter Vases, \$1.25 kind, 89c. each.

Easter Vases, \$1.00 kind, 69c. each.

Easter Vases, \$1.00 kind, 50c. each.

Easter Vases, 20c. kind, 8c. each.

Clocks.

Dining-room Clocks, Assonia movements, \$2.98 each.

Alarm Clocks, 59c. each.

Alarm Clocks, Assonia movements, \$1.15 each.

Alarm Clocks, Assonia movements, Repeater, \$1.45 each.

Lamps.

Parlor Lamps, complete, \$2.49 each.

Parlor Lamps, complete, \$1.15 each.

Parlor Lamps, complete, \$1.35 each.

Hall Lamps, complete, 85c. each.

Stable Lanterns, 45c. each.

Student's Lamp, complete, \$1.50 each.

Student's Lamp, complete, \$1.15 each.

Fin-Ware.

Japanese Foot Tub, 10c. each.

Japanese Pail, 10c. each.

1-quart Covered Bucket, 4c. each.

2-quart Covered Bucket, 6c. each.

3-quart Covered Bucket, 8c. each.

Extra Heavy Egg Whips, 4c. each.

Wash Boilers, with pitched covers, No. 9, 57c. each.

Wash Boilers, with pitched covers, No. 8, 50c. each.

Wash Boilers, with pitched covers, No. 7, 45c. each.

Galvanized Wash Tubs, 45c. and 55c. each.

Galvanized Basins, 6c. and 8c. each.

Housefurnishing.

Laundry Soap, 1c. each.

Water Lily Soap, 3c. each.

Armour's Floating Soap, 3c. each, 1/2 lb. for 25c.

Armour's Washing Powder, large, 5c. each, or 6 for 25c.

Putz Metal Polish, 10c. each.

Furniture Polish, 10c. each.

Dust-brushes, 10c. kind, 12c. each.

Scrubbing-brushes, 5c. and 8c. each.

Clothes-driers, 30c. each.

Hardwood Rolling-pins, 3c. each.

Sleeve-boards, 20c. each.

Toilet Paper, 10c. for 50 sheets.

Toilet Paper, 4c. each.

Ammonia, 5c., 7c., and 8c. per bottle.

Silver-Ware.

8c. each for Plated Tablespoons that sold for \$2.00 dozen.

\$1.19 set for After-Dinner Coffee Spoon.

\$1.08 Gravy-ladle for 98c.

Castors and Cracker-jars, 98c. each.

\$2.00 set for Wm. Rogers Tablespoon that sold for \$2.50.

98c. a dozen for best quadruple Tablespoons, that sold for \$1.08.

Mattings.

Prices like these are bound to create enthusiasm. Shrewd buying and "spot cash" have done wonders for you in this big Matting Department. These items go on sale in the morning:

50c. Seamless China Matting, 25 patterns to select from, close weaves and checks, 18c. 90 pounds to the roll.

50c. best quality Seamless China Matting, colors, Red, Greens, Blues and 30c. Olives.

18c. Seamless China Matting, 75 12 1/2c. pounds to the roll, all perfect.

75c. Brussels Carpets, for Rooms, Halls and Stairs.

18c. Bigelow Alexander Carpets, 2 patterns to select from, colors green and pink, 80c. All-Wool full-width large grain Carpets.

50c. Union Two-Ply Carpets, full yards.

12c. Linen Window-Shades, mounted on best spring rollers, 35c. roll, ready to put up.

Smyrna Rugs, 5-feet long, figured ends, 75c. large-size Cocoa Door-Mats, 50c. 50c. best quality Floor Oil-Cloth, 25c.

White Goods.

Money spent here this week goes the farthest that it has gone in many months.

To-morrow's many offers:

One case fine India Linens, 4-3-3c. yard.

Yard-wide Pure-White Linen Lawn, 37 1/2c., the 50c. kind.

40-inch Satin-Border Apron Lawn, 81-2c.

One case soft fine Madras at 12 1/2-17, 20 and 35c., worth up to 50c. yard.

One case heavy cord, F. K., 12-12c. It's the regular 25c. kind.

50 pieces soft-finish English Nainsook, 12 yards to piece, full 36 inches wide, price \$1.50 per piece.

One case English long cloth, 8 3/4c. a yard, 12 yards to piece.

One case fine Dimity, 10c. yard, the usual 14c. quality.

46-inch fine Batiste, 20c. the yard; very sheer and full width, worth 30c.

42-inch extra-fine Pure-White Organdy, 12 1/2-17, worth 25c. yard.

One case fine and Persian Mulls, 12 1/2-17, worth 19c. yard.

The Domestic Sale is Attracting Many!

And why shouldn't it? These price privileges you're confronting won't last long tho', for in the items there's an additional goodness that shrewd women soon detect—that's been our experience before—this domestic section plays an important part in Richmond's retailing.

In the morning these:

Bleached Sheets, 2 yards wide, free from dressing 55c. value for 49c. each.

30-inch Domet Flannel, 6 1/4c. value for 3 1/2c. yard.

Wash-tub double warp Cotton for children's suits, 10 2/3c. yard.

Extra heavy bleached twilled Domet Flannel, 10c. value for 8c. yard.

Burleigh long Cloth, every piece branded, 10c. yard.

10-4 Unbleached Sheeting, round thread, 16 2/3c. value for 12 1/2c. yard.

10-4 Pearl Bleached Sheeting, regular 25c. kind for 17 1/2c. yard.

0-4 New York Mills Bleached Sheeting 20c. yard.

All Wool twilled White Flannel, 25c. quality for 15c. yard.

Hosiery.

At 16c. pair.

Two cases, (120 dozen), Ladies' Black Lace Hosiery, different patterns, full regular make, all sizes and worth up to 29c. pair—and we only came across this superb line by an accident—sold under the hammer—our buyer was there—his explanation.

Our Easter Display

of New Spring Millinery awaits your inspection and your judgment as to its merits.

A fetching collection of rare creations, including Imported Paris Models—masterpieces of such world-famed milliners as Mesdames Reboux, Linn Faulkner, Virot, and others. They're here, and instead of the usual opening prices, \$25, we've concluded to place them at \$15 each.

Ready for Monday's Selling!

Many copies of the imported models, including Flat Tops, at these prices, \$5, \$6.50, \$7.50.

Besides, there's some special copies of Imported Hats, and these to go at \$2.50 and \$3.50.

This is a Millinery Sale of Great Magnitude, where copies of the handwork of the world's famous milliners are shown at prices ridiculously small.

Misses' & Children's Trimmed Hats.

A superb assortment to choose from, showing every conceivable style, from the regulation Sailor to the very highest class Leg-horns.

One special lot of Fancy Straw Crown and Mill Brim Children's Hats, worth \$1, at **39 and 49c**

The Starlight, a very pretty and natty child's hat, made especially for us, different from all other makes, having a tight roll and a stiff quill for a finish, a regular \$1 hat, at **69c**

We would like to dwell on all styles, but space won't allow. We are making a special effort on two styles for children. The \$1 and \$1.50 kinds are really worth double.

Women's Untrimmed Hats.

You'll find this season's styles more becoming than ever, and our collection of PARTLY-TRIMMED HATS most complete, embodying all the styles that are so much in vogue at present, including many exclusive shapes not obtainable elsewhere.

Ladies' Dress Shapes, hand-made on silk, wire frames, to conform to all the new shades, including Black, worth \$1.50, at **69c**

"La Chama," the greatest hat in the world for the money, fresh from the workrooms of a leading maker. Only a bunch of roses or foliage to finish off when needed, and you will have a four or five dollar fairly priced hat at **\$2.00**

Mourning Goods.

We claim for the mourning goods section the greatest offerings Richmond shoppers ever confronted, hundreds of the new weaves to suit almost any idea of yours, besides only the very latest materials from which to choose, for to-morrow:

43-inch Black Cravenet, Rain Proof, at **\$1 1/4**

42-inch Silk and Wool Crepe Dechene, (Grisley), at **\$2**